

Message Text

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CINCPAC HONOLULU

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CINCPAC FOR POLAD

E.O. 11652: N/A

SUBJECT: BICENTENNIAL IN JAPAN--(EVENTS AND ACTIVITIES)

REF: TOKYO 10019, 10259

1. AS OF JULY 9, ARBA HAD APPROVED 48 BICENTENNIAL PROJECTS IN JAPAN. SUBTRACTING JUST ABORTED MARTIAL ARTS TOUR OF U.S., TOTAL STANDS AT 47. DETAILS ON MANY HAVE BEEN REPORTED PREVIOUSLY IN POST'S WEEKLY HIGHLIGHTS REPORTS. MANY OF THESE PROJECTS WERE BEING EXECUTED ACROSS JULY 4 WEEKEND, RANGING FROM STATIC "U.S. HISTORY IN STAMPS" EXHIBIT AT YOYOGI PHILATELIC CENTER IN TOKYO TO SUCH LIVELIER EVENTS AS ICE CAPADES PERFORMANCES AROUND JAPAN, FOUR MARITIME SELF DEFENSE FORCE VESSELS' PARTICIPATION IN GUAM BICENTENNIAL NAVAL SALUTE, AND CONTINUING TOUR OF US-JAPAN SISTER CITIES BY TWO JAPANESE YOUTHS, NOT TO MENTION "OPERATION SAIL" APPEARANCE BY JAPANESE SAILING SHIP "NIPPON MARU" IN NEW YORK.

2. OTHER IN-PROGRESS EVENTS ON SAME WEEKEND:
--AMERICAN FAIRS AT PRESTIGIOUS HOTEL OKURA IN TOKYO, AND HOTEL SENDAI PLAZA AND SAPPORO PARK HOTEL IN NORTHERN JAPAN, ALL INCLUDING AGENCY'S "LIFE, LIBERTY AND PURSUIT OF
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HAPPINESS" EXHIBIT.

--SAME EXHIBIT AT THREE OTHER LOCATIONS IN JAPAN; "100 YEARS OF US-JAPAN TELECOMMUNICATIONS" EXHIBIT AT GOJ TELECOMMUNICATIONS MUSEUM IN DOWNTOWN TOKYO; "AMERICAN BICENTENNIAL EXHIBIT" FROM INTERNATIONAL DOLL LIBRARY OF CONNECTICUT, TOURING MAJOR JAPANESE DEPARTMENT STORES; ONE-FIFTH SCALE STATUE OF LIBERTY, 50-ITEM PETER MAX ART SHOW AND BOOKS/PAINTING EXHIBIT FROM HOWARD PYLE COLLECTION AT PARCO STORE IN TOKYO; SIX U.S. PRESIDENTS' STATUES AND STATUE OF LIBERTY AT ROOF GARDEN OF MITSUKOSHI DEPARTMENT STORE IN DOWNTOWN TOKYO.
--TOKYO CONCERTS OF NEW ORLEANS TRADITIONAL BAND AND TOMMY DORSEY ORCHESTRA.

3. SEPARATE FROM THIS FLURRY OF ARBA-SEALED ACTIVITY AND INDEPENDENT OF ANY USIS INVOLVEMENT, SEVERAL MAJOR BOOKSTORES HAD SET UP "AMERICA CORNER NEAR THEIR FRONT ENTRANCES FEATURING BOOKS ON U.S.A. KINOKUNIYA BOOKSTORE IN CENTRAL TOKYO REPORTEDLY WAS DISPLAYING 2,000 VOLUMES OF 400 TITLES. MANY WOMEN'S MAGAZINES WERE CARRYING SPECIAL SECTIONS ON AMERICAN FASHIONS, TRADITIONAL INTERIOR DECOR, ETC. COMMERCIAL THEATER CHAINS--WITH QUESTIONABLE TASTE--BALLYHOOED OPENING OF MOVIE FEATURE "MIDWAY" ON PACIFIC NAVAL BATTLE IN 67 FIRST-CLASS THEATERS THROUGHOUT JAPAN (NINE IN TOKYO-YOKOHAMA AREA).

4. TRAVEL AGENCIES HAVE BEEN FURIOUSLY HUSTLING SPECIAL TOURS TO AMERICA AND REPORT FIFTY PERCENT INCREASE IN US-BOUND CUSTOMERS COMPARED TO 1975. MANY TOURISTS WHO WOULD HAVE GONE ONLY TO HAWAII IN PREVIOUS YEARS WENT ON INSTEAD TO U.S. MAINLAND. JAPAN TRAVEL BUREAU ESTIMATED JULY-AUGUST JAPANESE TOURISTS TO U.S. MAINLAND WOULD NUMBER 90,000--DOUBLE THE NUMBER FOR SAME PERIOD LAST YEAR.

5. JULY 4TH FESTIVAL ON GROUNDS OF AMERICAN EMBASSY HOUSING COMPOUND DREW MANY HUNDRED JAPANESE FRIENDS OF EMBASSY STAFF AND WAS CAPPED BY SPECTACULAR FIREWORKS DISPLAY. JULY 5TH BICENTENNIAL RECEPTION BY AMBASSADOR AND MRS. HODGSON WAS ATTENDED BY UNPRECEDENTED 1200 PERSONS, INCLUDING NUMBER OF CABINET MINISTERS, OTHER OFFICIALS, DIPLOMATIC CORPS, ACADEMICIANS, BUSINESSMEN AND MANY OTHERS.

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6. POST HAS ALREADY REPORTED RESULTS OF "SANKEI" PHONE SURVEY IN TOKYO AND OSAKA AREAS INDICATING THAT TWO THIRDS OF RESIDENTS OF THOSE AREAS LIKE AMERICA AND AMERICANS, AND THAT 91 PERCENT WERE AWARE OF U.S. BICENTENNIAL. FREQUENT TV COMMERCIALS INTEGRATING BICENTENNIAL THEME AND HEAVY ADVERTISING IN ALL MEDIA TO PROMOTE TRAVEL TO 200-YEAR-OLD U.S., AS WELL AS QUIZ SHOWS WHERE BICENTENNIAL CROPS UP, LEAD POST TO BELIEVE 91 PERCENT IS ACCURATE FOR JAPANESE POPULATION AS WHOLE.

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